MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

BIS2024 – BUSINESS INFORMATION SYSTEMS

(All sections/Groups)

2 MARCH 2020
2.30 p.m – 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 3 pages with 4 questions.
2. Attempt **ALL** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Structured Questions

QUESTION 1

(a) In achieving competitive advantages, low-cost leadership strategy operates on the basic assumption that customers will always choose the lowest price amongst similar products. However, many companies are not low-cost leaders. Although low-cost leadership strategy has the advantage of producing goods or services at the lowest possible cost for higher profits, investments in product innovation and market research are often overlooked.

Name and explain **TWO (2)** strategies in addition to cost leadership that companies can use to achieve competitive advantages. In each strategy, name a real-life company that primarily uses this strategy.

(8 marks)

(b) Discuss how companies can leverage predictive analytics and competitive intelligence in their business intelligence solutions.

(8 marks)

(c) It is extremely important for companies to protect their computing assets against cyber security threats. Provide **FOUR (4)** security guidelines or measures that companies should implement to protect their computing assets. In addition, name a common type of computer malware that when loaded into a computer system, has the ability to destroy, interrupt, or cause errors in processing.

(9 marks)

(Total: 25 marks)

QUESTION 2

The company is planning to implement a brand new enterprise resource planning (ERP) system and has gathered all department managers to discuss about this deployment.

(a) As a member of the team, describe your prediction to the members about the challenges that might occur while implementing the ERP system.

(5 marks)

Continued ...

(b) Summarize a report to the board on the ways to overcome and avoid failed implementation of this new ERP system.

(10 marks)

(c) Expert systems have been widely used in many business applications. Among the components of an expert system is the explanation facility and knowledge base acquisition facility. Explain these components of expert systems.

(10 marks)

(Total: 25 marks)

QUESTION 3

(a) Explain **SIX (6)** characteristics of a decision support system (DSS). (6 marks)

(b) Describe **THREE (3)** capabilities and functions of a decision support system in an organisation.

(6 marks)

(c) Information systems are designed and implemented for employees and managers that obtain benefits directly on the job every day. The system construction converts the system design into an operational system. There are five steps involved in the system construction phase. Briefly explain the **PRIMARY STEP** that is involved in system construction phase. There are also **FOUR (4)** options available for a company to obtain software. Explain the available options.

(13 marks)

(Total: 25 marks)

QUESTION 4

(a) A cashless society describes an economic state whereby financial transactions are not conducted with physical money but rather through the transfer of digital information between the transacting parties. Explain **FOUR (4)** types of payment systems that are available in use and its advantages and disadvantages.

(16 marks)

Continued ...

(b) Zillow Ptd Ltd is an overseas company that is handling a project in Sabah. Due to weather constraint, they are unable to complete their project within the dateline. However, they are given an extension of 6 months to complete the project. What are the **TWO (2)** possible arrangements that can be done by Zillow Ptd Ltd to complete the project within the new dateline?

(9 marks)

(Total: 25 marks)

End of Paper